



ENTREPRENEURIAL ASSISTANCE CENTER

61ST GROUP

September 21– November 23, 2020

DAYS Monday & Wednesday Evenings
TIME 6:00 p.m. – 9:00 p.m.
PLACE Virtual via Zoom

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|------------------------------------|---|---|
| 1. September 9 | 1:00-2:00 | Start and Expand Your Business – Free Webinar |
| 2. September 21 | 6:00-8:00
8:00-8:30
8:30-9:00 | Business Model Canvas – Mitch Tobol
Customer Discovery Presentation – Sharon Goldsmith
Class worktime |
| 3. September 23 | 6:00-9:00 | Products/Services/Market Analysis
Mitch Tobol |
| 4. September 28 | Assignment 1 Due
6:00-7:00
7:15-9:00 | Customer Discovery Report
Customer Profile/SWOT/Competitive Analysis
Mitch Tobol |
| 5. September 30 | 6:00-9:00 | Industry Patterns/Trends
Mitch Tobol |
| 6. October 5 | 6:00-9:00 | Branding/Positioning
Mitch Tobol |
| 7. October 7 | 6:00-7:00
7:15-9:00 | Executive Summary/Pitch Presentation Format Overview
Website/Social Media
Mitch Tobol |
| 8. October 12 | Assignment 2 Due
6:00-7:00
7:15-9:00 | Customer Discovery Report
Media Strategies
Mitch Tobol |
| 9. October 14 | 6:00-9:00 | Sales
Mitch Tobol |
| 10. October 19 | 6:00-9:00 | Forms of Ownership/Taxes
Jack Sullivan |
| October 20 | 5:30-7:30 | Excel Part 1 (Optional)
Elizabeth Lorentzen |
| 11. October 21
Wednesday | 8:00-10:00
A.M. | Digital Marketing Seminar
Mitch Tobol |

12. October 21	6:00-7:00	Banking/Loans/Credit Gary Raisig, Capital One Bank
	7:15-9:00	Insurance/Risk Management Toni-Ann Kobel
13. October 26		Assignment 3 Due
	6:00-7:00	Customer Discovery Report
	7:15-9:00	Pricing/Break Even Analysis/Operating Budget Mitch Tobol
October 27	5:30-7:30	Excel Part 2 (Optional) Elizabeth Lorentzen
14. October 28	6:00-9:00	Management/Personnel/Green Opportunities Mitch Tobol
15. November 2		Assignment 4 Due
	5:00-6:00	Pitch Presentation/PowerPoint Practice
	6:00-7:00	Customer Discovery Report/Questions on Pitch Presentation
	7:15-9:00	Recordkeeping Deborah Miraglia
November 3	5:30-8:30	PowerPoint (Optional) Elizabeth Lorentzen
16. November 4	6:00-9:00	Recordkeeping Deborah Miraglia
17. November 9	6:00-9:00	Financial Statements
18. November 11		Assignment 5 Due
	6:00-9:00	Financial Statements/Action Plan Deborah Miraglia
19. November 16		Assignment 6 Due
	6:00-9:00	Final Customer Discovery Report and Final Draft Business Model Canvas Discussion, Pitch Presentation Practice Mitch Tobol
20. November 23	6:00-9:00	Pitch Presentations (ideaHUB) Deborah Miraglia, Mitch Tobol

FINAL Business Model Canvas, Executive Summary, and Pitch Presentation Due Wednesday, November 18, 2020 by 10 am.